

DANIEL SIMPSON

danieldoescopy.com

SENIOR CREATIVE COPYWRITER / CREATIVE DIRECTOR

A punctilious word herder* with ten years' experience writing and thinking up campaigns for brands of all sizes and personalities.

WHERE I'VE WORKED AND WHAT I'VE WORKED ON

THIS YEAR / FREELANCE

Despite choosing to take the plunge into the freelance pool a month before 2020 decided to empty the pool, I've been lucky enough to bag some work at a number of places, most notably **SUPERUNION** for Ericsson and **YES&PEPPER** for Disneyland Paris, Walt Disney World Resort in Florida and **ENGIE**.

2013-2020 / YES&PEPPER

In seven years I climbed from junior creative copywriter to creative director, writing hundreds of thousands of words and creating campaigns along the way for the likes of:

DISNEYLAND PARIS

Writer, creative, head of copy and creative director for most ATL, BTL and internal English-language communications, from a 90-page annual brochure to app game scripts, B2B conference speeches, special offer branding, restaurant menu names, attraction launches and everything in between. It's one huge organisation with many personalities and tones of voice to master.

SKY

Writer and editor for Sky Buddy, an internal print and digital magazine that's circulated to all Sky customer-facing staff. My time as editor involved identifying upcoming priorities across TV, cinema and sport, and creating content from these priorities to give Sky staff the confidence to have natural, meaningful conversations with customers.

HIVE

Writer, creative and head of copy for all in-life communications. Projects ranged from an email and social competition that persuaded Hive View camera customers to extend their Hive Video Playback Membership beyond its free trial, to a monthly email newsletter, sales emails and a campaign where I oversaw the creation of 60 pieces of 'snackable' content – I can only really talk about this in person (but more than happy to).

Other clients: **BRITISH GAS**, **UK POWER NETWORKS**, **ENGLAND GOLF** and **PROJECT LITERACY**.

2010-13 / INTERN INTO FREELANCE COPYWRITER

Honed my short and long copy craft on property brochures and websites for **JACOB BAILEY**.

WAY BACK / PKF (UK) LLP

In the dark ages between A Levels and university, I spent two years training to be an accountant / auditor. What I lost in exposure to sunlight and smiles I gained in attention to detail.

EDUCATION

2006-09 / UNIVERSITY OF BIRMINGHAM

Ba (Hons) 2.1, Geography

WHEN I'M NOT WORKING

You'll find me reading George Saunders' short stories over and over again, writing good bad jokes, running or glued to a documentary about anything American.

HOW YOU CAN GET IN TOUCH WITH ME

Email: daniel@danieldoescopy.com

*Word herder: Somebody who feels the compulsion to force words he/she has just learned into a conversation (or CV). (Urban Dictionary, 2020)